

Small Business Lending Workshop

Wednesday - May 6, 2015

8:30 am to 3:30 pm

**Fox Valley Technical College - D. J. Bordini Center
5 N. Systems Drive, Appleton, WI 54914**

Register to attend in person or at one of the four webcast sites statewide:

- Northwest Enterprise Center Network, Spooner
- Western Dairyland Business Center, Eau Claire
- Platteville Business Incubator, Inc., Platteville
- SC Johnson Integrated Manufacturing and Engineering Technology (iMET) Center, Racine

Federal Deposit Insurance Corporation and Wisconsin Economic Development Association invite you to a workshop. Discussions will focus on the capital and technical assistance needs of businesses in your community and strengthen your professional network. Panelists will explain business programs used to: increase the availability of operating capital, offer fixed-asset finance or assist with expansion or acquisition planning.

Join us to learn more about:

- Businesses owned or operating in LMI communities
- Start-up or emerging enterprises
- Growth strategies for established businesses

Attention will be paid to:

- Program eligibility for: SBA, statewide and local development programs
- Building a professional network and strong referral system
- Community Reinvestment Act (CRA) definitions

Lunch and light refreshments will be provided (all locations).

There is no cost to attend!

The WEDA website provides a detailed agenda listing speakers.

Registration is required. Please use the WEDA website:

http://www.weda.org/events/event_details.asp?id=590024&group=

Agenda Subject to Change

Registration, Light Continental Breakfast, and Networking

9:00 am - Welcome and Opening Remarks

Carol Maria, Community Affairs Specialist, Federal Deposit Insurance Corporation

Today's workshop is designed to encourage insured depository institutions and their partners to increase their ability to address capital needs of emerging entrepreneurs, public sector projects and established small businesses. Panelists will focus on program eligibility and ways to advance a strong Community Reinvestment Act (CRA) strategy

9:10 am - SBA Loan Programs and Services – Local and statewide SBA leaders will provide updates, address eligibility and share structures used to create loan packages and highlight the use of these programs in: economically distressed areas; or targeting women or minority owned businesses.

- [US Small Business Administration \(SBA\) - Eric Ness, District Director](#)
- Wisconsin Business Development Finance Corporation - Dan Schneider, SBA 504 and Community Advantage Loans, Economic Development Manual and 7(a) Support
- Wisconsin Women's Business Initiative Corporation - Mara Henningsen, Vice President, Client Programs & Services, Microloans and Community Advantage Loans
 - ADVOCAP, Microloans - Kathy Doyle, Business Development Director,

10:30 am - Break

10:45 am - Wisconsin Health & Educational Facilities Authority (WHEFA) - Dennis P. Reilly, Executive Director

- In order for non-profits to access tax-exempt financing, a governmental entity must issue bonds on their behalf. WHEFA is such an entity. Created by the Legislature in 1973 (Chapter 231, Wisconsin Statutes), WHEFA is a conduit issuer of tax-exempt revenue bonds for all non-profit organizations in the State of Wisconsin. WHEFA has been the conduit issuer for 753 bond issues for approximately 236 different non-profit borrowers totaling over \$21 billion over its 35+ year history. In this session, WHEFA will review their financing activity, the important role they play in economic development and job growth in Wisconsin and how they assist non-profit institutions to obtain access to low-cost capital in order to finance or refinance their building and equipment improvements and expansion needs.

11:00 am - Wisconsin Economic Development Corporation – Patrick Drinan, Economic Development Director - Mr. Drinan will review modifications to existing programs and share new programs that are being launched. His comments will focus on ways to use WEDC's capital with programs offered through other partners and local financial institutions.

Wisconsin Economic Development Corporation – Aaron Hagar, Technology Investment Manager Entrepreneurship and Investment Capital - Mr. Hagar will summarize the array of economic development programs available to help advance early stage technology companies. The presentation will also cover how local communities, bankers and economic development professionals can determine when companies are ready for investment and how they can advance companies that need investment, but are not to that stage?

12:00 pm - Lunch

12:40 pm - BrightStar Wisconsin Foundation (BSW) – Lorrie Keating Heinemann – Vice President. Founded by eight highly experienced entrepreneurs and investors, BrightStar accepts charitable donations as a 501(c)(3) organization and uses them to take equity positions in for-profit early-stage companies. Their mission is to create high paying jobs in Wisconsin. BrightStar receives the earnings and proceeds from exit events back into their Foundation so they can deploy into more early stage companies. BSW works with government, educational institutions, angel groups and venture funds to identify, invest or co-invest in, mentor and promote fast growing early stage companies to create technology-based jobs in Wisconsin. This speaker will identify how their work can leverage private capital and grow small businesses. Lorrie is the co-Founder of the Wisconsin Angel Network and served as its Board Chairman for 8 years. She is also the Former DFI Secretary. More information on Brightstar can be found at <http://www.brightstarwi.org/>

1:00 pm - Lean Start Up - University of Wisconsin Extension Center for Technology Commercialization – Eric Steege, Program Manager and David Linz, Interim Director.

The Center for Technology Commercialization provides support and resources to bring innovations to market. Economic development professionals and bankers will learn more about what is meant by “lean start up” and how the Center for Technology Commercialization can offer assistance with funding efforts through the federal Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) programs.

1:45 pm - Break

2:00 pm - Making Strong Referrals - A Panel Discussion – These panelists will suggest simple strategies that can improve referral and funding process for small businesses operating in the public or private sector. Speakers will offer insight and a set out fairly standard measures that ensure a business is prepared for a capital project. This panel will share ways to improve the quality and predictability of the referral process you use:

- **Wisconsin Economic Development Corporation (WEDC)**
- **Wisconsin Business Development Finance Corporation (WBD)**
- **Wisconsin Health & Educational Facilities Authority (WHEFA)**
- *Invited: Ignite – Local Collaboration*

3:00 pm - Questions, Comments, Evaluations

3:30 pm - Closing Remarks - Brian Doudna, Executive Director, Wisconsin Economic Development Association.